

Optional enclosure selection for mailpiece e.g. bank, credit card statements - computing cost and value of potential mailpiece compsns. and selecting most advantageous one

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Patent Family:

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EP 607686	A2	19940727	EP 93310184	A	19931216	B07C-001/00	199429 B
CA 2111379	A	19940622	CA 2111379	A	19931214	G06F-015/22	199433
US 5367450	A	19941122	US 92993753	A	19921221	G06F-015/21	199501
EP 607686	A3	19950215	EP 93310184	A	19931216	B07C-001/00	199540

Priority Applications (No Type Date): US 92993753 A 19921221

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Patent Details:

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EP 607686	A2	E	12			

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US 5367450 A 10

Abstract (Basic): EP 607686 A

The method of making a selection of enclosures involves assigning a weight, cost, and benefit to each of the enclosures. A list of potential compsns. of the mailpiece is created. The total weight of the mailpiece is calculated for each of the potential compsns. A value of the mailpiece is calculated for each potential compsn. The value is any computable function of the benefit and cost of the mailpiece. The potential compsn. which provides the ultimate value is selected. Enclosure related data is entered into a processing unit. Value is computed by subtracting the cost from the benefit for each potential compsn.

ADVANTAGE - Realises optimal value of each mailpiece.

Dwg.1/3

Abstract (Equivalent): US 5367450 A

The method involves assigning to each of the optional enclosures a weight, a cost and a benefit, creating a list of potential compositions of the mail piece, the potential compositions including a total of  $2n$  combinations of the optional enclosures, where  $n$  equals the number of optional enclosures, computing a total weight of the mail piece for each of the potential compositions.

The method also entails computing an incremental cost of the mail piece for each of the potential compositions, which includes the cost of each optional enclosure included in each of the potential compositions and a postage amount based on the total weight of the mail piece for each of the potential compositions.

USE/ADVANTAGE - For enclosures holding account related documents, advertising enclosures or document of general interest. which shall be included with customer's monthly statement. Provision for selection of optional inserts such as benefit of each mail piece is fully realised.

Dwg.2/3

Title Terms: OPTION; ENCLOSE; SELECT; BANK; CREDIT; CARD; STATEMENT ;

COMPUTATION; COST; VALUE; POTENTIAL; COMPOSITION; SELECT; ADVANTAGE; ONE

Derwent Class: P43; T01; T05; X25

International Patent Class (Main): B07C-001/00; G06F-015/21; G06F-015/22

File Segment: EPI; EngPI

Manual Codes (EPI/S-X): T01-J05A; T05-K02; X25-F02A

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